

I claim:

int 2

1. A method of distributing to a plurality of independent users, printable paper sheets, each sheet having at least one printable field and bearing advertising messages sponsored by one or more advertisers that are unrelated to the users of the paper sheets, the method comprising the steps of:

- 5
- a. providing a plurality of printable paper sheets having a per unit acquisition cost;
  - b. printing one or more advertisements on the plurality of printable paper sheets and leaving a printable field free of printed advertising on each of the plurality of sheets;
  - c. stacking and wrapping a predetermined number of the partially-printed paper sheets to form packs of paper; and
  - d. distributing the wrapped packs of partially-printed paper to a plurality of users.

10

2. The method of claim 1 where the packs of paper are distributed to the plurality of users through conventional retail channels of trade.

3. The method of claim 1 which further includes the steps of:

compiling a mailing list from a user database that is comprised of user identifying information for each of the plurality of users; and  
distributing the packaged paper directly to the users on the mailing list based on each of the respective user's identifying information.

4. The method of claim 3 which includes the steps of:

22  
cont'd

- THE** **WORLD'S** **LARGEST** **BOOKSTORE**

10. The method of claim 1 where the partially-printed sheets have a central printable field and the one or more advertisements are printed in at least one marginal area.

11. A method of distributing printed advertising via the Internet to online Internet users comprising the steps of:

- 5
- a. establishing an Internet website for receiving user identifying information;
  - b. receiving and storing user identifying information transmitted by a plurality of users from remote computer terminals to thereby constitute a database of registered users;
  - c. transmitting to registered users a printable credit device redeemable for the purchase of goods and/or services; and
  - d. thereafter electronically transmitting to registered users advertising information that is formatted for marginal printing on printable paper sheets by the registered user's printer when the registered user downloads printed information via the Internet.

12. The method of claim 11 which further includes the steps of:

maintaining a record of the number of paper sheets on which advertising is marginally printed in association with each registered user's identifying information; and

transmitting to the user a printable credit device that is redeemable for the acquisition of goods and/or services when a predetermined number of paper sheets containing marginal advertising have been printed via the registered user's e-mail address.

13. The method of claim 12 where the printed credit device is redeemable for the acquisition of printable paper sheets.

14. The method of claim 11 comprising the additional steps of:

transmitting to registered users indicia identifying a plurality of categories of products and services for which printed advertising is available; and  
storing any indicia in response to a selection transmitted to the website by a registered user indicating a registered user's preference for advertising of one or more categories of products and/or services.

15. A method of distributing personalized printed advertising via the Internet to a plurality of online Internet users comprising the steps of:

- a. distributing a plurality of uniform partially-printed sheets comprising printed fields of advertising and/or informational text and fields of open spaces for receiving personalized printed text, said printed sheets being of a size and quality for use as a printable medium in a computer-directed printer;
- b. maintaining a relational database of information that is related to the printed fields of advertising and the fields of open spaces on the uniform partially-printed sheets;
- c. establishing a sponsor's interactive Internet website for receiving user identifying information;

5

*22  
edited*

008210-9809560  
09560836-04300

d. receiving and storing user identifying information transmitted by a plurality of users from remote computer terminals to thereby constitute a database of registered users and associated registered user information; and

e. transmitting via the Internet to one of the plurality of registered users upon the registered user's request, personalized information that is formatted for printing to complete one or more of the fields of open spaces on one of the plurality of uniform partially-printed sheets in the registered user's computer-directed printer.

16. The method of claim 15 where the partially-printed sheets are selected from the group consisting of magazine and newspaper inserts, magazine pages, direct mail inserts and lettersheets, and handbills.

17. The method of claim 15 where the partially-printed sheets are distributed in publications of general circulation.

18. The method of claim 15 which further includes the steps of:  
prompting the registered user to respond to specific inquiries;  
entering any responses received in the registered user's personalized database; and  
processing the information in the registered user's personalized database in order to provide the personalized information to complete the one or more open fields for transmittal to the registered user.

19. The method of claim 15 which includes the further step of transmitting a facsimile of at least a portion of the partially-printed sheet that has been completed with the personalized information for display on a monitor employed by the registered user to access the sponsor's website.

20. A method of distributing prescribed printed copy via the worldwide web to authorized registered users, the method comprising the steps of:

- a. providing a website from which the prescribed printed copy can be transmitted to registered users;
- b. selling one or more printable paper sheets to a user;
- c. providing the user with a registered authorization indicia;
- d. maintaining an authorized registered user database comprising user identifying information for the purchaser of the one or more printable paper sheets and the authorization indicia;
- e. transmitting the prescribed printed copy for printing by the user in response to a validated request from an authorized registered user; and
- f. updating the database of authorized registered users to indicate the transmission of the prescribed printed copy as a completed transaction.

21. The method of claim 20 where the prescribed printed copy is selected from the group consisting of photographic images, facsimile autographs, printed text, and combinations thereof.

22. The method of claim 20 where the prescribed printed copy is selected from periodically issued reports in the fields of the arts and sciences, business and technology, literary texts, pictorial works, and combinations thereof.

23. The method of claim 20 where the one or more printable paper sheets are sold in sealed packages and the authorization indicia is accessible only after the sealed package is opened.

24. The method of claim 20 where the one or more printable paper sheets are provided with pre-printed fields prior to the sale to the user, where the pre-printed fields relate to the prescribed printed copy to be printed thereon.

25. The method of claim 20 where each of the one or more printable paper sheets on which the prescribed printed copy is printed by the user bears a unique identifying indicia.

26. The method of claim 25 where the unique identifying indicia is selected from the group consisting of numbers, letters, symbols, and combinations thereof.

27. The method of claim 22 where the registered authorization indicia entitles the user to receive a plurality of transmissions of prescribed printed copy.

28. The method of claim 20 where the one or more printable paper sheets are sold at a retail store.

29. The method of claim 24 where the one or more paper sheets are partially-printed admission tickets and the prescribed printed copy transmitted for printing by the user completes the ticket.

30. A method of independently distributing at least one printed advertising message to an Internet user's access terminal in conjunction with the printing on printable paper sheets

of information from the Internet by a computer printer associated with the user's access terminal, the method comprising:

- a2 control
- a. providing ancillary programmable printer control means in association with the circuitry of the printer to interactively cause the printer to print advertising messages on the printable paper sheets when the printer prints information downloaded from the Internet;
  - b. programming the ancillary printer control means to print the at least one advertising message in at least one predetermined advertisement field of the printable paper sheets and to print information downloaded from the Internet on the printable sheet that is outside of the advertisement field; and
  - c. connecting the ancillary printer control means programmed in accordance with step "b" to the computer printer, whereby at least one advertising message is printed in a predetermined position on a printable paper sheet when the printer is activated to print information downloaded from the Internet.

31. The method of claim 30 in which the ancillary printer control means is programmable to print a plurality of different advertising messages.

32. The method of claim 30 in which the ancillary printer control means is programmable to print advertising messages from a plurality of different sponsors.



33. The method of claim 30 in which the ancillary printer control means is programmable to print at least one different advertising message on a plurality of sequentially printed sheets.

34. The method of claim 30 in which the ancillary printer control means is programmable to print advertising messages whenever the printer is activated to print.

35. The method of claim 30 where the ancillary printer control means is an integrated circuit device.

36. The method of claim 35 where computer printer has an exterior housing and the integrated circuit device is connected to the printer circuitry on the interior of the printer housing.

37. The method of claim 35 which further comprises the steps of incorporating the integrated circuit device in an external modem and connecting the modem to a control cable extending between the printer and the computer.

38. A method of providing a plurality of interchangeable printed display inserts for use with a display item, where the display item has at least one pocket for removably receiving at least one corresponding display insert, the method comprising:

- a. establishing a website on the Internet worldwide computer network;
- b. assigning to the display item a unique identifying indicia;
- c. providing a design database comprising a plurality of printable designs configured for printing in a format corresponding to at least one display insert for the at least one display item;

- as  
cont'd

[illegible]

- add a:

add p27